

Message Text

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ACTION ARA-14

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R 292105Z JUL 77
FM AMEMBASSY LA PAZ
TO USDOC WASHDC
INFO SECSTATE WASHDC 6454
AMEMBASSY SANTIAGO
AMEMBASSY LIMA

UNCLAS LA PAZ 5951

EO 11652: NA
TAGS: BEXP, CH
SUBJ: MINING/CONSTRUCTION TRADE MISSION, JULY 21-26, 1977

1. CHILEAN GOVERNMENT AND PRIVATE INDUSTRY RECEPTION TO MISSION EXCELLENT. BRIEFINGS BY CODELCO (CORPORACION DEL COBRE) AND BANCO CENTRAL REPLACED FRIDAY MORNING EMBASSY BRIEFING WHICH WAS HELD ON ARRIVAL THURSDAY. THESE TWO BRIEFINGS, NOT IN ORIGINAL SCHEDULE, WERE MOST APPRECIATED BY MISSION MEMBERS. ENTIRE MISSION ATTENDED PRESS. BRIEFING WHICH INCLUDED LOCAL PRESS AND CORRESPONDENTS OF WASHINGTON POST, NEWSWEEK AND OTHER MAJOR NEWSPAPERS, MAGAZINES. RESULTING LOCAL PUBLICITY EXTREMELY GOOD.

2. POST SUPPORT EXCELLENT AT ALL LEVELS. PARTICIPATION BY ENTIRE E/C SECTION ESPECIALLY HELPFUL IN VIEW OF RECENT PERSONNEL CHANGES. RECEPTION HOSTED BY CHARGE BOYATT ATTENDED BY TOP LEVEL CHILEAN PRIVATE AND PUBLIC SECTOR GUESTS TOTALLED OVER 80. MISSION MEMBER COMMENTS ON QUALITY RATHER THAN QUANTITY OF RECEPTION GUESTS AND ABILITY TO CONVERSE AT LENGTH IN SMALL SETTING INDICATED COMPLETE SATISFACTION WITH OFFICIAL RECEPTION. USIS SUPPORT IN ARRANGING ADVANCE PUBLICITY AND NEWS COVERAGE DURING MISSION VISIT EXCELLENT.

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3. OVER 200 APPOINTMENTS SCHEDULED IN ADVANCE OF MISSION ARRIVAL WITH AT LEAST 180 COMPLETED DURING MISSION VISIT. MONDAY MORNING MEETING AT ASIMET (ASSOCIATION OF METAL WORKING INDUSTRIES) PROVIDED SEVERAL NEW INTERESTING APPOINTMENTS INCLUDING END USERS, REPRESENTATIVES AND EVEN REVERSE REPRESENTATION. SINCERE INTEREST BY ASIMET MEMBERS IN EXPLAINING THEIR OPERATIONS AND LEARNING OF JOINT SALES

OPPORTUNITIES APPRECIATED BY MISSION MEMBERS.

4. TOTAL SALES LEADS OBTAINED 132 OF WHICH NTM 126.
SALES DURING MISSION DOLLARS 7,800. PROJECTED 12 MONTH SALES
DOLLARS 2,020,000 OF WHICH NTM DOLLARS 720,000. REPRESENTA-
TIVES SIGNED 4. REPRESENTATIVES LEADS 81. ONE OTM FIRM
CONSIDERING ASSEMBLY OPERATIONS IN FREE ZONE TO SUPPLY NORTHERN
MINES WHERE MARKET EXCEEDS DOLLARS 600,000 ANNUALLY. ALL
COMPANIES REPORT OBJECTIVE ACHIEVED OR PARTIALLY ACHIEVED UNLESS
OBJECTIVE RELATED TO IMMEDIATE SALES.

5. MISSION DIRECTOR MEETING WITH MINISTRY OF FOREIGN RELATIONS,
ECONOMIC DEPARTMENT, DR MANUEL CASANUEVA, CENTERED ON CHILEAN
GOVERNMENT INTEREST IN TRADE MISSIONS AS A PROMOTION TOOL.
ASSUMING W. ALE IS MISSION DIRECTOR FOR SEPTEMBER AUTOMOTIVE
MISSION, CHILEAN GOVERNMENT WOULD APPRECIATE ONE HOUR PRE-
SENTATION OR TECHNIQUES ORGANIZING TRADE MISSIONS.
FOREIGN MINISTER WOULD ACT AS COORDINATOR OF MISSIONS
AND WOULD INVITE CENTRAL BANK AND OTHER PARTICIPATING
MINISTRIES TO PRESENTATION. ADVISE EMBASSY SANTIAGO ASAP
AVAILABILITY OF MISSION DIRECTOR ALE FOR PURPOSE STATED.

6. SEPARATE CABLE COVERS MISSION BUDGET.

7. SEND ALL REPEAT ALL BROCHURES FOR NEXT MISSION APO. DUE
DELIVERY TIME AND COMPLICATIONS CUSTOMS, EMBASSY SANTIAGO
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WAS UNABLE TO SECURE RELEASE TWO SETS BROCHURES FOR TWO
COMPANIES PRIOR TO MISSION ARRIVAL.

8. ADD DOLLARS \$150,000 TO TOTAL PROJECTED AND NTM PROJECTED
SALES FOR LIMA STOP FOR NEW TOTAL DOLLARS 3,150 MILLION
MISSION TENDED TO BE CONSERVATIVE ON SALES ESTIMATES IN
LIMA DUE CURRENT ECONOMIC CONDITIONS.
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